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Queensland State Voting Intention Poll

Sample: 1004. Source: Internet panels. Effective Margin of Error: +/- 4.2% Survey Dates: 10 Feb - 14 Feb 2025

Primary Vote

Party	Vote %	Swing from 2024 election
LNP	40%	-1.5%
Labor	30%	-2.4%
Greens	12%	2.1%
One Nation	10%	2.0%
Others	8%	-0.2%

Two-Party Preferred

Party	Vote %	Swing from 2024 election
LNP	54%	+0.2%
Labor	46%	-0.2%

Note: Excludes 4% of voters who were undecided

Queensland Federal Voting Intention Poll

Sample: 1004. Source: Internet panels. Effective Margin of Error: +/- 4.2% Survey Dates: 10 Feb - 14 Feb 2025

Primary Vote

Party	Vote %	Swing from 2022 election
Labor	31%	+3.6%
LNP	39%	-0.6%
Greens	12%	-0.9%
One Nation	10%	+2.5%
Others	8%	-4.6%

Two-Party Preferred

Party	Vote %	Swing from 2022 election
LNP	53%	-1.0%
Labor	47%	+1.0%

Note: Excludes 4% of voters who were undecided

Commentary
DemosAU Head of Research, George Hasanakos

State Voting Intention

"The results of the DemosAU Queensland poll indicate that the state LNP have been able to maintain their election-winning voter support after nearly 4 months in office.

Both major parties have seen minor drops in their primary vote, within the poll's margin of error.

A gender gap is evident in party support with the LNP polling 56% TPP among Men, 5 percentage points ahead the LNP TPP among women of 51%.

Age is currently the biggest demographic cleavage in state political support. The LNP TPP is 40% for 18-34, 52% among 35-54 and 63% among 55+."

Federal Voting Intention

"With a long term Labor state government now gone, Federal Labor now has a better chance to grow support in Queensland as evidenced by the 1% TPP swing in this poll.

While the Federal Coalition has had long term electoral success in Queensland, it should not take its seats for granted in 2025.

Federal Labor's slight advantage over its state counterpart is built on polling better among over 55s, a Labor weakness. State Labor polls 37% TPP among this cohort, Federal Labor polls at 39%."

ABOUT THIS POLL

Publication date: 19 February 2025

Methodology Statement

Research company	DemosAU
Client commissioning the research	Self-initiated
End client	Self-initiated
Fieldwork dates	10 February to 14 February 2025
Mode of data collection	Online via internet panels
Target population	Queensland Residents 18+
Sample size	1004
Is voting intention published?	Yes
Effective sample size after weighting applied	567
Margin of error associated with effective sample size	+/-4.2%
Variables used in weighting	Age x gender, education, income, region, housing tenure, partisan support.
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See following page
Source of online sample	Internet Panels
Positioning of voting intention questions in questionnaire?	A series of demographic questions were asked first followed by the substantive questions. Out of the substantive questions, State VI was asked first, and federal VI was the fourth question asked.
How were undecided voters handled?	All undecided voters were offered a follow up leaner question. Remaining undecided excluded from final VI totals.
2PP calculation method	State: Using relevant 2024 Queensland election preference flows. Federal: Using relevant 2022 Federal election preference flows in Queensland for parties except One Nation. One Nation preference flow used is from 2024 Queensland election.

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POLL QUESTIONS

Q. If a Queensland election were held today, who would you vote for?

Answers (all randomized except Don't Know at end)
1= Labor (with Steven Miles)
2= Liberal/National (with David Crisafulli as leader)
3= The Greens
4= Pauline Hanson's One Nation
5= Any Other Candidate
6= Don't Know

(if answered don't know)

Q. Being undecided, to which of the following would you have even a slight leaning towards?

Answers (all randomized except Don't Know at end)
1= Labor (with Steven Miles)
2= Liberal/National (with David Crisafulli as leader)
3= The Greens
4= Pauline Hanson's One Nation
5= Any Other Candidate
6= Don't Know

Q. If a federal election were held today, who would you vote for?

Answers (all randomized except Don't Know at end)
1= Labor (with Anthony Albanese as leader)
2= Liberal/National (with Peter Dutton as leader)
3= The Greens
4= Pauline Hanson's One Nation
5= Any Other Candidate
6= Don't Know

(if answered don't know)

Q. Being undecided, to which of the following would you have even a slight leaning towards?

Answers (all randomized except Don't Know at end)
1= Labor (with Anthony Albanese as leader)
2= Liberal/National (with Peter Dutton as leader)
3= The Greens
4= Pauline Hanson's One Nation
5= Any Other Candidate
6= Don't Know

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LETS TALK ABOUT HOW WE CAN HELP YOU

Get in Touch

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